

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2015 /2016

**BSS 1024 – UNIVERSITY LEARNING TECHNIQUES**

(All sections / Groups)

10 MARCH 2016

2:30 p.m. - 4.30 p.m.

(2 Hours)

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### INSTRUCTIONS TO STUDENTS:

1. This question paper consists of **FOUR** parts and 7 pages (exclusive of the cover page).
2. Please answer **ALL** questions and write down your answers in the Answer Booklet provided.
  - **Part A** contains multiple choice questions (40 marks)
  - **Part B** contains short answer questions (60 marks)
3. The total marks for this paper is 100 marks. This final examination will contribute 50% toward your grade in this course.

**PART A: MULTIPLE CHOICE (40 marks)**

Part A is to be answered on the multiple-choice answer sheet that will be distributed by the invigilators. You do not need to write anything in the Answer Booklet. **Read each of the items below carefully and then indicate the most appropriate response on the multiple-choice answer sheet.** (2 marks for each correct answer, for a total of 40 marks)

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1. One way to overcome a tendency to procrastinate is to :
  - a. list what needs to be done and in what order.
  - b. to do urgent but not important thing first.
  - c. waiting for perfect time, place or mood.
  - d. leave the television on during your study time.
  
2. Strategic learners know how to monitor their learning, to check if they really understand what they think and know. This falls under which aspect of strategic learning?
  - a. self-regulation
  - b. active learning
  - c. skill
  - d. will
  
3. A kinesthetic learner would be most comfortable in a class that involved :
  - a. a lot of reading.
  - b. listening to lectures.
  - c. projects or lab experiments.
  - d. oral exams.
  
4. Working on a task because you want to learn or do something (even when you don't have to) can be described as:
  - a. goal oriented motivation
  - b. intrinsic motivation
  - c. extrinsic motivation
  - d. self-efficacy

Continued ...

5. When you are dealing with an urgent but the task is not important, according to urgent-important matrix you should:
  - a. Do it now.
  - b. Do it after completing the important task
  - c. Avoid the task
  - d. Delegate the task to someone else.
  
6. The phrase, Rose eats orange clams (in) August, is an example of a(n):
  - a. consolidation
  - b. method of loci
  - c. acrostic
  - d. acronym
  
7. Writing questions in the margin of your lecture notes is an example of a(n) \_\_\_\_\_ strategy.
  - a. elaboration
  - b. comprehension monitoring
  - c. organizational
  - d. motivational
  
8. Each time you're distracted during a study session, you go back to \_\_\_\_\_ concentration.
  - a. moderate
  - b. deep
  - c. light
  - d. medium
  
9. Light concentration occurs:
  - a. about the first five minutes of study
  - b. when you begin to pay attention to the material that you are reading
  - c. when you may not notice the voice of people talking
  - d. when you lose track of time
  
10. Thinking about your Psychology midterm when you're trying to work on your English paper is due to a problem with:
  - a. Focusing on a task
  - b. Limiting your focus
  - c. Sustaining your focus
  - d. Focusing at will

Continued ...

11. The followings are the advantages of SQ3R reading/study system *except*:
- provides only a small amount of repetition on the material.
  - Focus on smaller segments of materials
  - Helps-in comprehension-monitoring system
  - Lead readers to read for important information
12. When you are reading a textbook passage, you would most likely mark or highlight all of the following *except*:
- illustration credits.
  - lists of ideas.
  - definitions.
  - unfamiliar words.
13. Outlining would be appropriate for all of the following situations *except*
- organizing information about the steps in treating head injuries.
  - writing an evaluation of an essay on public education reform.
  - reading and memorizing basic definitions on a vocabulary list.
  - sorting information about types of plants in a botany textbook.
14. Jeremy is solving a Mathematic tutorial question. In order to get the correct answer, he needs to know the exact formula to solve the question and must make sure to follow correctly each step in the formula. Farabi is mostly using which of the following knowledge in solving the question.
- explicit knowledge
  - procedural knowledge
  - tacit knowledge
  - implicit knowledge
15. \_\_\_\_\_ provide a top down display of information and subheadings which can be divided and supporting details added. Which of the following techniques best fits the blank space?
- Hierarchical maps
  - Wheel maps
  - Semantic webs
  - Chart

Continued ...

16. \_\_\_\_\_ - level questions require you to understand the information so that you can select the answer when it is phrased differently in the exam.
- Knowledge
  - Comprehension
  - Application
  - Analysis
17. Which of the following is not a good source for predicted essay questions?
- Main headings in the textbook
  - Main topic from your lecture notes
  - Recall questions in the margin of your text and notes
  - Old exam papers
18. On the final exam planning calendar, optional study time can be used for:
- Additional practice for all of your exams
  - Additional practice for your top priority exams
  - Rest hours
  - Cramming information for exams
19. Some group members did not do any work at all in the assignment yet managed to get points from the group work. This type of student(s) usually will use sympathetic behavior at the first stage and if they are not successful, they might resort to using threat/ duress. The description above describes which of the following group problems :
- Parasite problem
  - Poor leadership
  - Poor time management
  - Poor communication
20. Annie has finished highlighting the first chapter in her business management class. All of the following signs indicate that she has highlighted effectively *except* that:
- she has highlighted the right amount of information.
  - her highlighted passages read smoothly.
  - her highlighting accurately reflects the meaning of the passage.
  - she has varied her system of highlighting to keep it interesting.

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**SECTION B (60 marks): Answer ALL questions. Write your answers in the answer booklet provided.**

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**Question 1 (20 marks)**

In an assigned reading article of this course titled "*Planning and the Diamond*" by Dr. Ridhwan Fontaine states five factors that must be polished up by the graduates in order for him or her to be hired in a job market today. Elaborate the factors by explaining why organisations place those factors as important when recruiting graduates.

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**Question 2 (20 marks)**

- a) Explain briefly the common reading mistakes committed by students .  
(10 marks)
- b) Read the following short passage below. Your task is to summarise the passage by using less than 80 words. You are required to insert your "voice" when paraphrasing the passage.

Although today's workplace, e-mail remains the most popular form of interpersonal business communication, many experts in the computer industry foresee social networking overtaking e-mail as the primary form of business communication within the next decade. In some companies, this shift will likely occur within a few years. One of the most well-respected IT consulting services, Gartner, forecasts that social networking will overtake e-mail in 20% of companies by 2014. These experts foresee the majority of business communication via social networking platforms occurring on enterprise social networking platforms, which are designed specifically for internal organizational use and which most often reside on individual corporate intranets (Austin, 2011; Hinchcliffe & Kim, 2012). Communication with social media tools requires business professionals to adopt a new set of tools, such as blogs, wikis, and other collaborative tools, to accomplish team goals. To use these new tools will require new skills and attitudes. Many experts in enterprise social networking platforms believe that most business professionals will need to significantly alter how they share information and with whom they share it. In short, the form, content, and audiences of business communications via social media tools may differ in many ways from more traditional communication channels such as in-person team meetings and e-mail messages (Tapscott & Williams, 2008, 2010).

(Total: 214 words)

The passage was excerpted from:

Cardon, P. W., & Marshall, B. (2015). *The Hype and Reality of Social Media Use for Work Collaboration and Team Communication*. *International Journal of Business Communication*, 52(3), 273-293

(10 marks)

Continued ...

**Question 3 (20 marks)**

Doing well on exams requires an effective study plan, active study strategies and a good memory. However, the information processing model suggests that memory is complex and consists of various stages and processes. Your task is to:

- a) draw an information processing model. (6 marks)
- b) explain how encoding, storage and retrieval can work best when a student applies appropriate study preparations for his/her final exam. Illustrate with examples to support your explanations.

(14 marks)

**End of Page.**